



FINAL REPORT

JUNE 2010



WIRED INITIATIVE SOUTH CENTRAL-SOUTHWEST WI



Contents

Section I: General Grant Information

03 | Grant Identification Information

04-19 | Summary of General Grant Activities and Successes

Section II: Regional Metrics

20 | Regional Metrics Defined
Refer also to Appendix A, Appendix B

Section III: Challenges to Project Progress

21-23 | Project Challenges

Section VI: Promising Innovation Processes and Success Stories

24-26 | Project Successes

27-28 | Sustainability and Future Investments

Appendices

A | Financial Data

B | Performance Measures and Results

C | WIRED Subcontractor Contacts

D | WIRED Leadership Caucus Contacts

Section I: General Grant Information

CFDA Title: Workforce Innovation in Regional Economic Development (WIRED) Initiative – Third Generation

June 30, 2010

Workforce Development Board of South Central Wisconsin
3513 Anderson Street, Suite 104
Madison, WI 53704
Telephone: 608.249.9001 | Fax: 608.249.9356
www.wdbscw.org

Contact: Pat Schramm, Executive Director/CEO
Workforce Development Board of South Central Wisconsin
Telephone: 608.249.9001 ext. 221 | Email: pschramm@wdbscw.org

This product was funded by a grant awarded under the Workforce Innovation in Regional Economic Development (WIRED) Initiative as implemented by the U.S. Department of Labor's Employment & Training Administration. The information contained in this product was created by a grantee organization and does not necessarily reflect the official position of the U.S. Department of Labor. All references to non-governmental companies or organizations, their services, products, or resources are offered for informational purposes and should not be construed as an endorsement by the Department of Labor. This product is copyrighted by the institution that created it and is intended for individual organizational, non-commercial use only.



The WIRED Initiative: South Central-Southwest Wisconsin

Regional Investments

Supported by Governor Doyle's Grow Initiative, leaders from the South Central/Southwest Grow region began in 2005 to work together to define and implement a sustainable response to the region's workforce challenges. These efforts resulted in the U.S. Department of Labor funded Workforce Innovation in Regional Economic Development (WIRED) grant awarded to the State of Wisconsin Department of Workforce Development for the South Central/Southwest Grow region. The focus of the WIRED efforts was to develop the talent present in the region.

WIRED's goal was to provide twenty-first century skills development for Wisconsin workers so that they succeed in emerging and growth industries. The initial grant planned to provide skill training to 980 individuals in 6 targeted industries. The fully implemented WIRED effort funded 24 workforce strategies that provided skill training to 2,740 individuals. Additionally the WIRED efforts impacted 8,707 individuals through a series of capacity building efforts including teacher training, curriculum development, outreach to students and parents. (Reference Appendix B for additional data).

Summary of Grant Activities and Successes

Overview

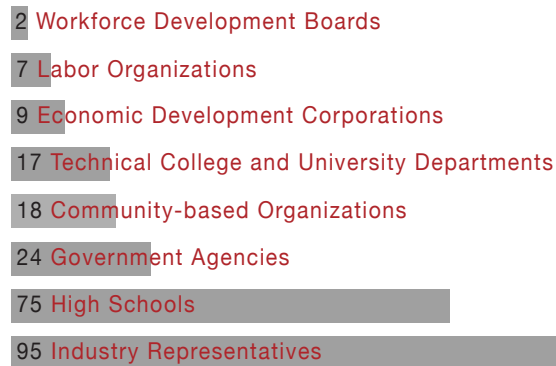
In July 2007, the Department of Labor (DOL) awarded a \$5 million grant to the State of Wisconsin for the South Central/Southwest region of the state. This includes the following twelve counties: Columbia, Dane, Dodge, Grant, Green, Iowa, Jefferson, Lafayette, Marquette, Richland, Rock and Sauk.

Mission

WIRED Wisconsin South Central-Southwest (WIRED SCSW) will develop innovative and entrepreneurial infrastructures and investments to support a sustainable talent development strategy for the region that will assure a skilled workforce aligned with the 12-county region’s high-growth and emerging industries.

2008-2010 Grant Activities and Achievements

PARTNERS



ACHIEVEMENTS



Transformation Process: Leadership Development

Overview

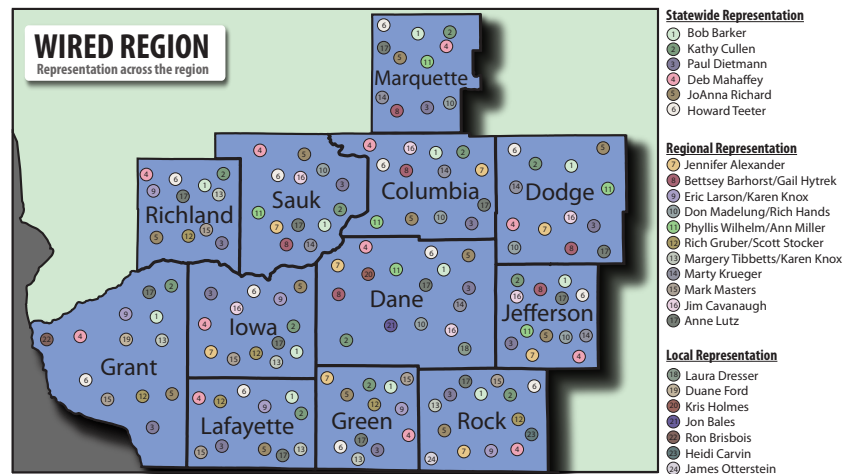
WIRED SCSW efforts engaged a broad-based leadership caucus, industry sector teams, and cross sector teams to develop industry responsive, cross sector solutions to regional workforce challenges.

The Leadership Caucus served as the body that decided key strategies for WIRED SCSW and approved recommendations made by the Sector and Cross Sector Teams.

Leadership Caucus Composition

- Workforce Development Board members
- Local Elected Officials of Workforce Development Areas
- Technical College Presidents
- Economic Development Leaders
- K-12 School Superintendents
- University of Wisconsin Campus Representatives
- State Representatives from each:
 - Department of Public Instruction
 - Department of Workforce Development
 - Wisconsin Technical College System
- Six Sector Chairs:
 - Agriculture
 - Architecture, Construction, & Engineering (ACE)
 - Advanced Manufacturing
 - Biotechnology
 - Health Care
 - Utilities
- Labor Member of the South Central Federation of Labor

Leadership Caucus Representation: Local, Regional, and State



See Appendix D for Leadership Caucus contact information

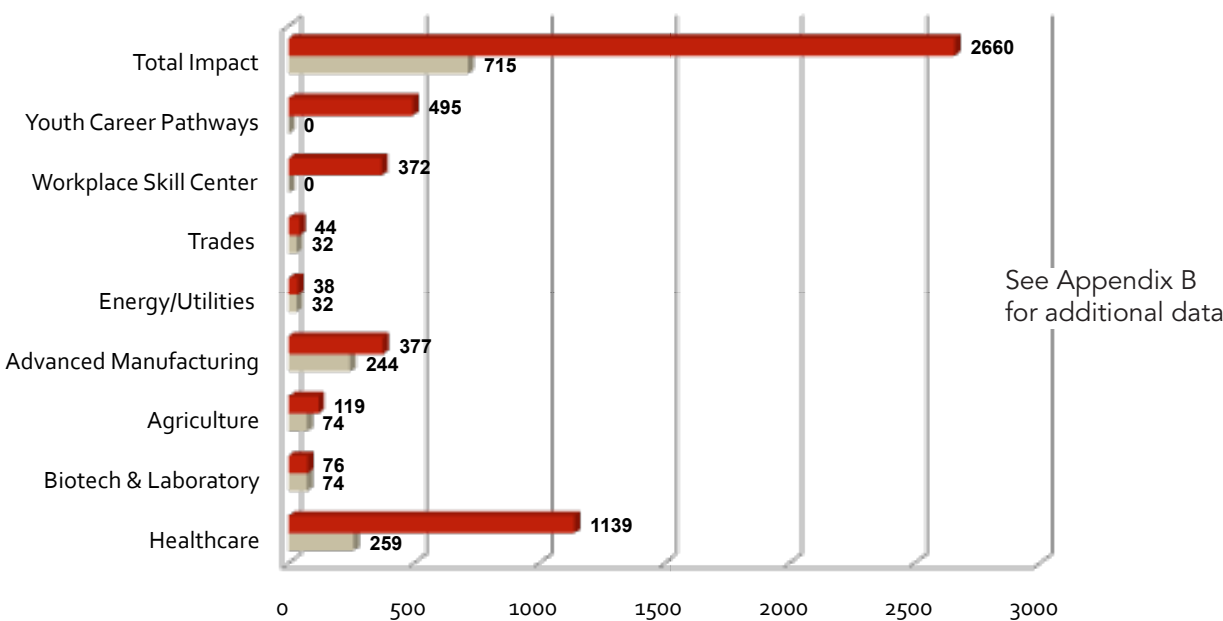
Summary of Grant Activities and Successes

Transformational Strategies

Wisconsin WIRED-SCSW’s goal is to develop robust and regional infrastructure to support talent development. Strategies to meet this goal include:

- Expand technical and training capacity through shared technology for health care and advanced manufacturing.
- Expand distance learning capacity including networked “Workplace Skill Centers” at One Stops.
- Develop modular/career pathway-based, industry-driven training to support high-growth and emerging sectors.

Number of Credentials as a Result of Training: Actual vs. Planned



	Healthcare	Biotech & Laboratory	Agriculture	Advanced Manufacturing	Energy/Utilities	Trades	Workplace Skill Center	Youth Career Pathways	Total Impact
Actual	1139	76	119	377	38	44	372	495	2660
Plan	259	74	74	244	32	32	0	0	715

Training Highlights and Transformational Strategies: Health Care

Madison College (Madison Area Technical College)

As part of a four-college collaborative uniting Moraine Park Technical College, Blackhawk Technical College, Southwest Wisconsin Technical College, and Madison College, a mobile simulation platform helped transform the delivery of healthcare training in the region.

Healthcare Sector Funding	\$612,555
Innovation Funding	\$250,239
Target Participants Served	1,315

The mobile simulation platform exposed health care workers to realistic scenarios in a controlled environment that mimics patient responses and environmental factors. The mobile simulation training targeted nurses, EMS volunteers, incumbent respiratory therapists, allied health students and police/fire first responders. WIRED funded the leasing of simulation and transportation equipment to the region's technical colleges.



Meriter Foundation

The Center for Nursing Excellence used simulation technology for nursing education and professional development of incumbent nurses. Through a WIRED Innovation Grant, the Center also expanded the reach of simulation-based healthcare training to the entire 12-county region.

Healthcare Sector Funding	\$412,753
Innovation Funding	\$172,516
Target Participants Served	1,125

The Center's online Learning Management System included four modules that provide an introduction to nursing simulation, instructor-led healthcare scenarios, and patient assessments and treatment. The innovative remote-access simulation training targeted populations unlikely to attend on-site simulation due to cost, distance, or time constraints.

Training Highlights and Transformational Strategies: Advanced Manufacturing

Madison College (Madison Area Technical College)

The Advanced Manufacturing Basic Skills initiative promoted a regional approach to developing a manufacturing workforce with requisite foundational skills through the Manufacturing Skills Standard Certification (MSSC), Career Safe OSHA training, Basic Electrical theory and NRPA 70E Arc Flash Safety training.

Manufacturing Sector Funding	\$228,205
Target Participants Served	150

“*This course was a good overview of OSHA and NFPA requirements. All safety-related training and awareness that workers and managers can get is beneficial. Thanks for sponsoring!*”

Madison College (Madison Area Technical College)

The Advanced Manufacturing Automation platform increased automation capacity at Blackhawk Technical College and Madison College to enable updated course offerings in training areas such as robotics, programmable logic controllers, electronics, and computerized numeric controls.

Manufacturing Sector Funding	\$486,064
Surplus Funding	\$83,200
Target Participants Served	72

The mobile platform allowed greater access to advanced manufacturing training. Through an additional WIRED investment, the region's four technical colleges received Green Specialist train-the-trainer preparation and certification.

“*I think the most useful aspect of the training was the ability to do hands-on programming with the Logix 5000 simulators without having to worry about the consequences of glitches in your programming and what effect it will have. It's something that can't be done with processors at work.*”





Training Highlights and Transformational Strategies: **Agriculture**

Wisconsin Department of Agriculture, Trade, and Consumer Protection (DATCP) Farm Center - Southwest Workforce Development Board

The Future Fields Initiative built and delivered job readiness and search services to farmers in need of non-farm opportunities. The WIRED investments supported the establishment of local, sustainable peer networks of community resources to assist farmers and also support volunteer training and materials for on-farm delivery of services.

Agriculture Sector Funding	\$85,920
Target Participants Served	25

Madison Area Community Supported Agriculture Coalition

The Madison Area Community Supported Agriculture Coalition (MACSAC) Peer Network delivered coordinated training, resource sharing and networking opportunities to direct market growers. Network members participated in Farm Field Days, Grower Gatherings, farmer-led mentorships and one-on-one consultations. The WIRED investment expanded these opportunities and created alignments with technical college training programs.

Collaborators included REAP Food Group.

Agriculture Sector Funding	\$26,400
Target Participants Served	40

Southwest Community Action Program

The Agriculture & Agri-Business Peer Network linked member farmers with economic development experts, education providers, entrepreneurs and businesses. Training was delivered through a combination of web-enhanced technologies and hybrid delivery methods. The Network targeted under-represented populations through bilingual outreach.

Collaborators included UW-Madison, Southwest Wisconsin Technical College, Madison College, Iowa County Extension, Southwest Wisconsin Regional Planning, Heartwood Farm, and Renaissance Farm.

Agriculture Sector Funding	\$24,420
Target Participants Served	50

Southwest Wisconsin Technical College

Annie’s Project empowered women to become better farm managers through training and local support networks. With WIRED funds, the program added risk management and entrepreneurship training.

Collaborators included UW-Platteville, Blackhawk Technical College, UW Center for Dairy Profitability, and the First National Bank of Platteville.

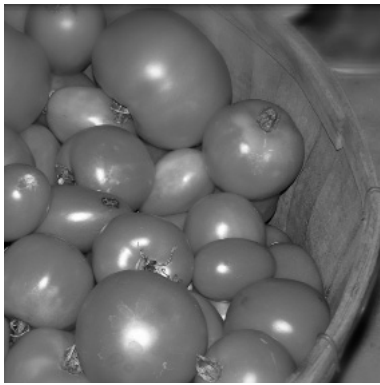
Agriculture Sector Funding	\$36,482
Target Participants Served	75

University of Wisconsin-Madison

WIRED’s investment in the Beginning Dairy program expanded the offerings of the UW-Madison Farm and Industry Short Course to include business planning coursework, mentoring, and distance education. The investment also supported development of a classroom facilitator guidebook for sustainability of the distance education delivery model.

Collaborators included Organic Valley, Farm Service Agency, UW-Extension, UW-Platteville, and Town and Country Resource Conservation and Development, Inc.

Agriculture Sector Funding	\$25,663
Target Participants Served	20





Training Highlights and Transformational Strategies: Youth Career Pathways

Cooperative Educational Service Agency (CESA) 2 - Stateline Academy

The Stateline Academy used WIRED funds to implement Automotive Technology and Health Occupations career pathway academies at six Rock County high schools.

WIRED funds also supported welding, engineering and construction career pathways, and the expansion of the pathways to additional Stateline Consortium members. The curriculum incorporated a dual credit communications course, internship/job shadow opportunities and outreach to parents, teachers, and students.

Collaborators included Blackhawk Technical College, UW-Rock County, and the Stateline Academy school districts.

Career Pathways Funding	\$122,925
Target Participants Served	100

Cooperative Educational Service Agency (CESA) 5

The Pathways Promotion initiative educated school staff, counselors, workforce development career center advisors, students and parents on the career clusters and pathways within the WIRED industries.

The initiative included professional development training in the Wisconsin Department of Public Instruction Comprehensive School Counseling Model, parent and youth-focused career pathway programming, and creation of a Career Development Facilitator network and toolkit.

Collaborators included the School Districts of Dane, Jefferson, Columbia, Sauk and Marquette counties, Madison College, and the Wisconsin Department of Public Instruction.

Career Pathways Funding	\$72,329
Target Participants Served	145

Dane County School Consortium

The Dane County School Consortium used WIRED funding to expand the Biotechnology Youth Apprenticeship Program to include biotechnology field trips, courses for teachers and workshops for school to career coordinators.

Collaborators included the Dane County school districts, Blackhawk Technical College, Madison College's Biotechnology program, and the UW-Madison Master of Science in Biotechnology program.

Career Pathways Funding	\$76,300
Target Participants Served	95

Dane County Transition School

WIRED's investment in the Dane County Transition School expanded programming and established pathways for at-risk youth. The school offered hands-on experiences in healthcare, information technology and manufacturing, as well as dual credit coursework through Madison College.

Career Pathways Funding	\$133,776
Target Participants Served	30

Goodman Community Center

Jobs with a Future assisted disconnected and underachieving students through agriculture/culinary and health care career pathways. The WIRED investment supported pre-employment skills training, stipend employment and career development.

Collaborators included Madison East High School, Madison College, and Community Groundworks at Troy Gardens.

Career Pathways Funding	\$120,919
Target Participants Served	110

Jefferson County Agriculture Youth Apprenticeship

WIRED's investment in Agriculture Youth Apprenticeship enhanced agricultural education by updating existing youth apprenticeship competencies and developing new pathways in agribusiness, veterinary sciences and horticulture/food processing. The pathways aligned with technical college certificate and associate degree programs.

Collaborators included Dane County School to Career, CESA 5, Wisconsin Department of Workforce Development and Wisconsin Department of Public Instruction.

Career Pathways Funding	\$64,816
Target Participants Served	50

Madison Metropolitan School District

The Madison Metropolitan School District expanded the certified nursing assistant and extended learning support program to an additional Madison location. WIRED funds provided transportation assistance, study skills and other support to positively impact course completion.

Collaborators included Madison College and the Dane County School Consortium.

Career Pathways Funding	\$37,090
Target Participants Served	24

Operation Fresh Start

Operation Fresh Start's Career Pathways program enabled at-risk youth to complete a high school certificate, develop baseline employability & life skills, earn college credit and develop financial resources to pay for college programs. The design incorporated employment experience.

Collaborators included Renewal Unlimited and Madison College.

Career Pathways Funding	\$101,575
Target Participants Served	52

Platteville School District

With WIRED funds, the Platteville Project Lead the Way (PLTW) Consortium expanded its offerings to include a dual credit, capstone class in engineering design and development, MSSC instruction, a STEMposium for students, and a PLTW symposium for educators.

WIRED supported the expansion and alignment of the PLTW model with MSSC and post-secondary engineering pathways.

Collaborators included Southwest Wisconsin Technical College and CESA 3.

Career Pathways Funding	\$83,200
Target Participants Served	27

Southwest Wisconsin Technical College

Energy WISeR created a career pathway for students by bringing to scale a prototyped project funded through a Perkins grant for energy programs of study. The platform included Energy Exploration Institutes for teachers, Energy Tech Camps for students, and Energy Centers at three technical colleges. Madison College (MATC), Southwest Technical College and Moraine Park Technical College each established Energy Centers and hosted Energy Camps, providing access throughout 12 counties.

Industry collaborators included Alliant Energy, Scenic Rivers Coop, and Focus on Energy.

Career Pathways Funding	\$338,068
Target Participants Served	180

Transformational Process: Outreach

WIRED Summit

The Leadership Caucus hosted a WIRED Summit on June 3, 2010. The purpose of the Summit was to inform the regional leaders and practitioners of the resources that had been developed as a result of WIRED funds, which will support future workforce development efforts.

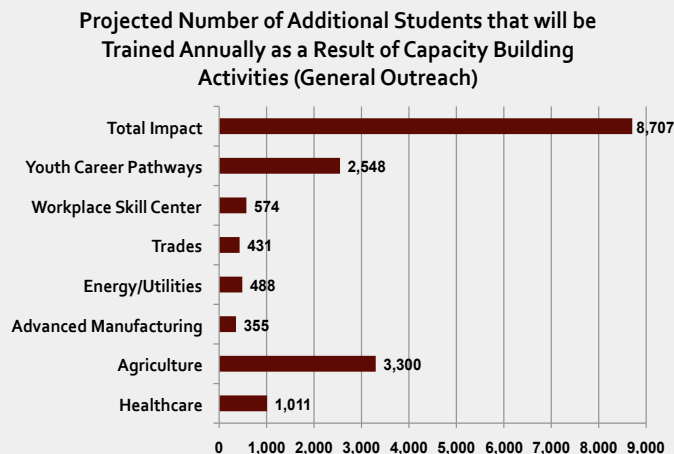
Summit Activity included:

- A briefing by the National Skills Coalition on what is next on the federal workforce front including a briefing on the Middle Skills report—a center piece of information guiding the region’s Career Pathway work.
- Two panels and a video highlight of the region’s WIRED work
- Breakout sessions by sector - where sector representatives, educators, workforce and economic development professionals examined:
 - What was learned as a result of the work?
 - How does what we learned apply to both our current and future work?
 - How does the work done under WIRED tie back to industry and workforce development pipelines?
 - What’s next?

Contractor Outreach

The majority of the contractor efforts reaped significant outreach activity within the WIRED region.

Impact: Outreach and Capacity Building Efforts

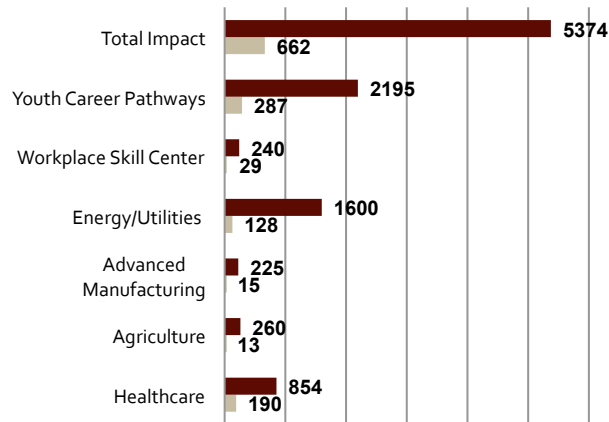


See Appendix B
for additional data

WIRED Success: **Dedication to Building Regional Capacity**

Impact of Teacher Preparation

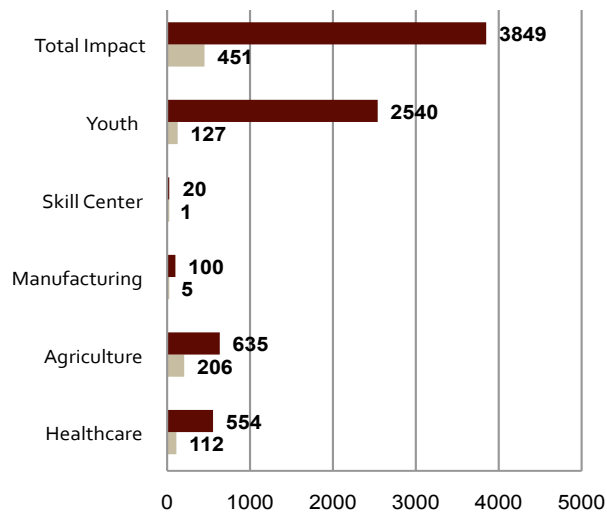
Impact of Teacher Preparation



See Appendix B
for additional data

	Healthcare	Agriculture	Advanced Manufacturing	Energy/Utilities	Workplace Skill Center	Youth Career Pathways	Total Impact
Students Impacted	854	260	225	1600	240	2195	5374
Capacity Building Educators	190	13	15	128	29	287	662

Impact of New Curriculums



See Appendix B
for additional data

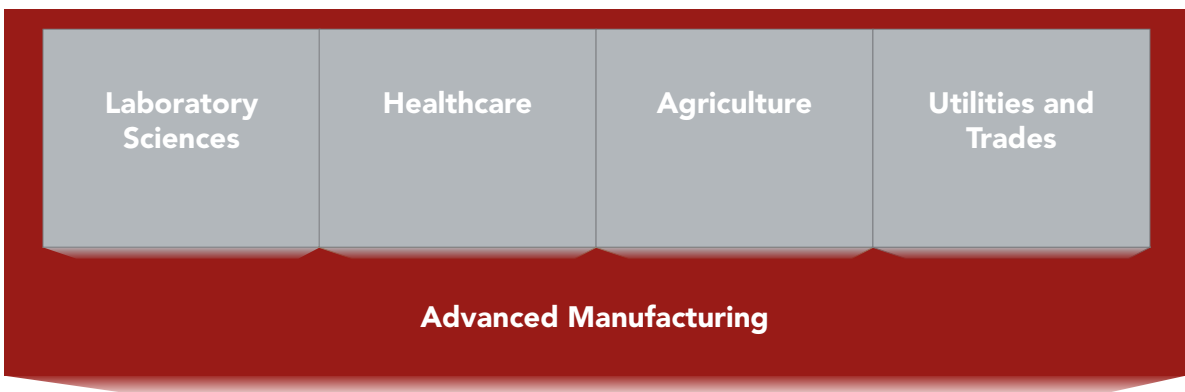
	Healthcare	Agriculture	Advanced Manufacturing	Workplace Skill Center	Youth Career Pathways	Total Impact
Students Impacted	554	635	100	20	2540	3849
New Curriculums Developed	112	206	5	1	127	451

Summary: WIRED Investments

A primary focus of the WIRED Wisconsin South Central-Southwest Initiative was to develop Career Pathway training platforms—a new way to organize post-secondary training platforms as a sequence of learning modules that step the learner towards completion of a degree or technical diploma.

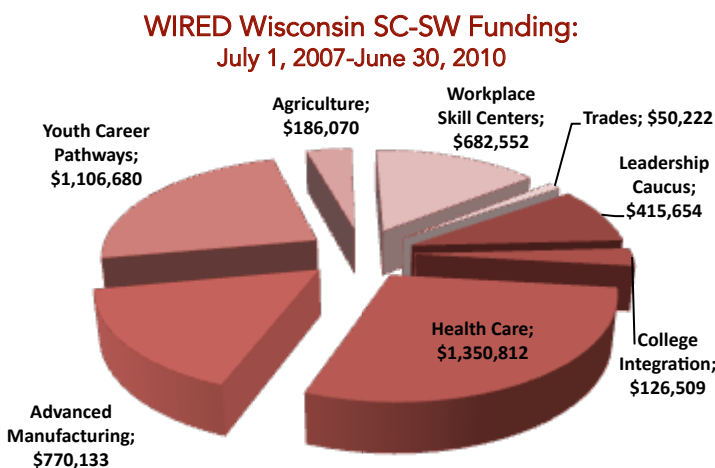
Each step increases skills and improves the learner’s career and earning opportunities.

Sectors Targeted



Funding Leveraged

Funding in the amount of \$4.68 million was leveraged to support the WIRED Wisconsin South Central-Southwest Initiative. To support low-income workers’ learning, WIRED leaders collaborated to provide training resources to the learner, as well as reinforce the value of continuing along the pathway.



See Appendix A
for additional data

Impact of Investment: **Workers Trained**

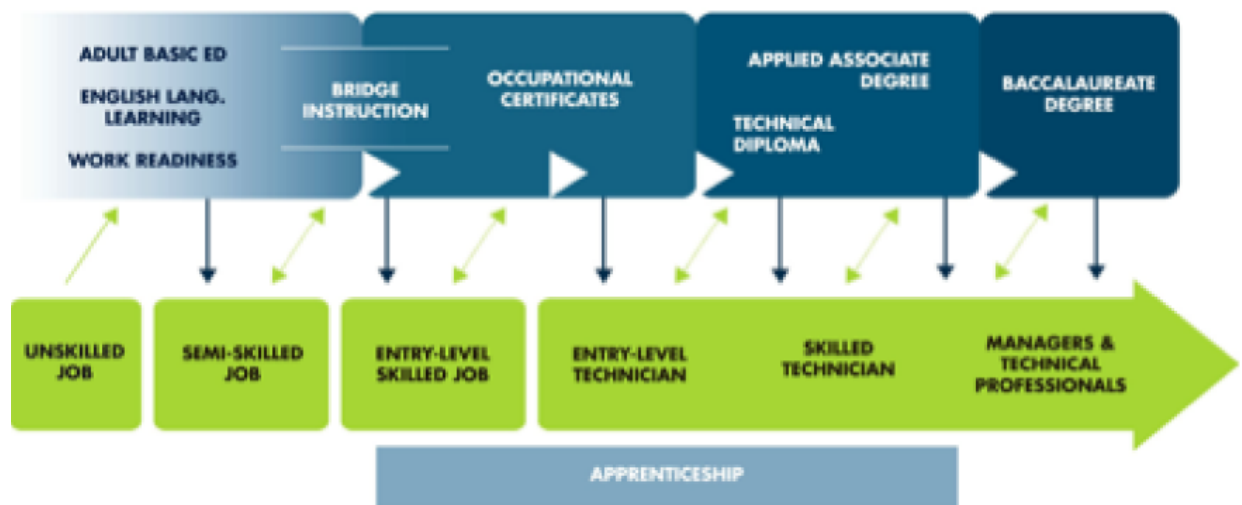
Implementation

Our impact was significantly greater than planned. This was partly due to the delay in the region's WIRED implementation. In the early stage WIRED work, "Career Pathway" was a new concept. At the implementation stage for the South Central-Southwest region, several new collaborators had focused additional resources on "Career Pathway" training platforms.

By 2009, our Career Pathways work had entered a more mature stage in which the academy structure and short-term training/stackable credentials were positioned to flow with WIRED efforts.

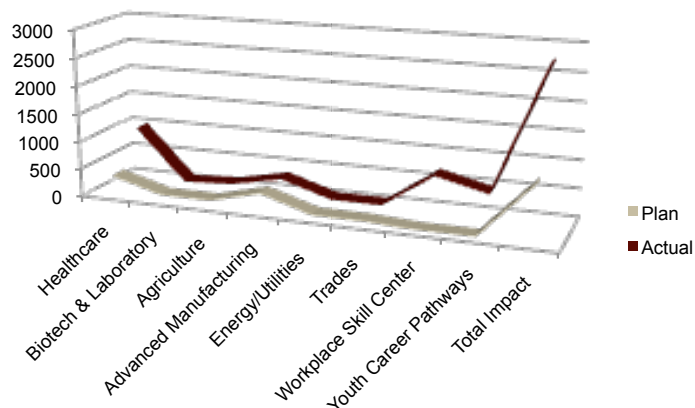
Availability of American Recovery and Reinvestment Act (ARRA) funds also enabled us to go to scale. As a result, the region left the prototype stage and has begun to grow the Career Pathway work to a more sustainable scale.

Wisconsin Regional Industry Skills Education (RISE) Career Pathways Diagram



Impact of Investment: **Workers Trained**

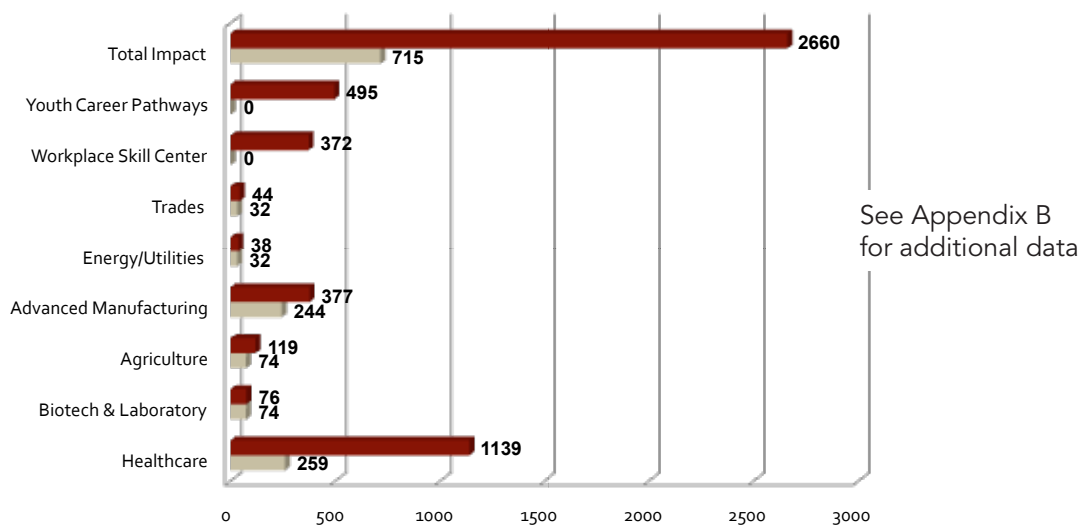
Number of Workers Trained: Actual vs. Planned



Note: 95% successful completion; see Appendix B for additional data

	Health-care	Biotech & Laboratory	Agriculture	Advanced Manufacturing	Energy/Utilities	Trades	Workplace Skill Center	Youth Career Pathways	Total Impact (No. of Workers Trained)
Actual	998	80	131	319	46	45	670	451	2740
Plan	350	100	100	330	50	50	0	0	980

Number of Credentials as a Result of Training Actual vs. Planned



	Healthcare	Biotech & Laboratory	Agriculture	Advanced Manufacturing	Energy/Utilities	Trades	Workplace Skill Center	Youth Career Pathways	Total Impact (No. of Credentials Earned)
Actual	1139	76	119	377	38	44	372	495	2660
Plan	259	74	74	244	32	32	0	0	715

Section II: Regional Metrics

Regional Metrics: **Defined**

Metrics Guiding WIRED

Education and Training - Official state-reported data

Capacity Building - Results reported by subcontractor reporting for each project under contract through the grant

See Appendix A, Appendix B for detailed data for regional metrics

Section III: Challenges to Project Progress

Meeting Challenges: **Making Success More Meaningful**

Challenges

- Healthcare training needed a sustainable business model
- Manufacturing sector partnership needed to be reenergized
- Agriculture industry significantly affected by the economic downturn

Successes

- Stronger leadership
- Stronger relationship with industry
- Moved from a prototype training platform to the way we do business
- Gained the attention of decision makers - future looks bright

Challenges: **Healthcare**

The greatest challenge was taking the WIRED health care work to a sustainable platform. WIRED health care partners have established partnerships and financial sustainability plans that will provide and assure their financial support.

WIRED investments enabled technical college partners to construct a business model that will make training both affordable and accessible to rural communities and others who need the services.

Meriter and St. Mary's Hospitals have the commitment of their Foundations and the expansion of the online services will help to sustain the training platform.

Challenges: **Manufacturing**

Automation

Pre-requisite knowledge of trainees is high. The increase in technology platforms within the manufacturing sector will continue to be a challenge to both incumbent and emerging workers. The WIRED investment enabled the manufacturing consortium to establish an advanced training platform that will keep workers' skills in pace with the rapidly changing demands of the manufacturing sector.

Green Manufacturing Training

Our efforts in "green" manufacturing gave us insight into how deep the future work with curriculums and faculty development will need to be if we are to keep pace with the emerging technologies.

Our educational partners will need to continue to identify and select the most strategic way to integrate green or sustainability concepts, processes, and practices into the current curriculum. WIRED enabled faculty across program areas to participate in in-depth dialogue with leaders in green manufacturing innovations.

Challenges: **Agriculture**

During the region's WIRED engagement we saw farmers and farm families who represent a portion of the \$59.16 billion agriculture industry in Wisconsin become some of the most fragile survivors of the economic downturn.

Through our WIRED investments the region leaders were able to connect the WIRED grantees to the State Department of Agriculture, Trade & Consumer Protection and the Wisconsin Agriculture Education and Workforce Council who have made a long-term commitment to build the tools to support Wisconsin's workforce development needs for the agriculture industry. The WIRED efforts in agriculture have resulted in a \$296,000 grant from the State of Wisconsin to the Workforce Development Board of South Central Wisconsin and the Agriculture Education and Workforce Council to continue the WIRED agriculture workforce development focused work.

Challenges: **Workplace Skill Centers**

An overall theme of all three skill center-based efforts were that more and more of our students were losing unemployment benefits and depleting their savings, and yet were still unable to secure employment. We are now seeing students who are dealing with even higher levels of stress and feelings of hopelessness as they are forced to give up their homes and other possessions, and dramatically change their lifestyles, such as moving in with aging parents. We are seeing more students who are seeking mental health services as a result.

The START Program (a program geared toward the preparation for apprenticeships in the construction industry) has experienced (and is addressing) this challenge firsthand—with the lack of employment opportunities in the current construction market. Applicants to the program are given a realistic view of the employment situation during the program orientation to ensure they understand that there is no guarantee they will get into an apprenticeship at the end of the six week session. They are given information on the expected worker shortage as it applies to the construction industry.

The Workforce Development Boards will continue to invest in skill center strategies to deal with the unskilled and unemployed worker populations. The WIRED work brought more awareness of these pressing issues to the region's leadership.

Challenges: **Youth Career Pathways**

One of the continuous regional challenges to youth WIRED efforts was that many students did not see the relevance to earning industry-recognized certifications such as the Manufacturing Skills Standard Certification (MSSC). As more students participate and earn these formal credentials, other students (who initially showed little interest) are beginning to see value and potential to such certification. Our challenge is to engage industry leaders in high profile discussions of the importance of certifications to future jobs and income.



Section IV: Promising Innovation Processes and Success Stories

Successes: **Healthcare**

Health Care Workforce Alliance

Industry members, with the support of the technical colleges, workforce development boards, regional economic development entity, and the K-12 education system representatives, have established the “Health Care Workforce Alliance for South Central-Southwest Wisconsin.” The Alliance has established its mission, governance structure, and elected a chair and chair-elect.



New Health Care Training Provider Partnerships

Madison College formed a new partnership with St. Mary’s Hospital respiratory therapy and pediatric residents; Meriter Hospital respiratory therapists for neonatal resuscitation; EMS and nursing for Madison College in Fort Atkinson, WI; Flight for Life Waukesha in Fond du Lac, WI; Madison College dental hygiene students; Madison College respiratory therapist students for neonatal resuscitation program; and Columbus Hospital in Columbus, Wisconsin.

The focus of the partnership is to expand opportunity for the simulation training platform to be utilized by health care partners throughout the region. The technical college collaborators are also working to establish a working collaboration with the Meriter/St. Mary’s Hospital/Edgewood College Center for Nursing Excellence.



Successes: **Advanced Manufacturing**

Infusing New Life into the Manufacturing Sector

The manufacturing sector work, which originally was intended to be a foundational piece of the WIRED Initiative, was almost decimated in early 2008 as a result of the downturn in the manufacturing sector in our region. However in 2009, as a result of the WIRED investments available, the educational partners were able to infuse new life into the manufacturing sector's work.

The collaborating colleges brought together a strong partnership of manufacturing companies that represent the future of manufacturing in our region.

Participating Companies

- Aslum Farms and Produce, Inc.
- Associated Milk Producers, Inc.
- Big Sky Engineering, Inc.
- Brakebush Brothers, Inc.
- Cardinal FG Company
- Encapsys, Inc.
- Saputo Cheese USA, Inc.
- Webcrafters, Inc.

Educational Partners

- Blackhawk Technical College
- Madison College Business, Industry, and Community Training Services
- Madison College Center for Construction, Manufacturing, Apprenticeship, & Transportation
- Madison College Fort Atkinson Campus
- Madison College, Portage Campus

Successes: **Youth Career Pathway Efforts**

New Partnerships for Career Development

The secondary schools developed new partnerships with the region's technical colleges, industry and private foundations. The WIRED efforts also kindled a new enthusiasm with teachers and parents who do not always have the opportunity to be at the center of career pathway development conversations. As a result of the WIRED investments, the region has a new corp of teachers who are taking up the cause of nurturing students who are technically prepared for future jobs.

Successes: **Forming New Industry Partnership Teams**



Energy, Energy Efficiency and Construction

We have brought together over 30 representatives from the industries related to renewable energy and energy efficiency. This group has signed on to serve as our Industry Partnership sector leadership.

Agriculture



In September of 2009, the WIRED staff team began to search for a home for the WIRED Agriculture investments. The ag industry is a critical piece of the region and state's economy. As a result of the WIRED work, the workforce and education partners developed a deeper understanding of the breadth of the role of the Agriculture Industry and its many subsectors. In January 2010, the South Central and Southwest Wisconsin Workforce Development Boards were awarded an Industry Partnership Sector grant specifically to work on the development of career pathways in agriculture.



Youth Career Pathways

As a result of the youth-focused WIRED investment, 128 faculty have gained exposure to Career Pathway information in the areas of:

- Biotechnology
- STEM (Science, Technology, Engineering, and Mathematics)
- Energy
- Advanced Green Manufacturing
- Health Care Industry

This exposure will potentially impact 1,600 students in the 2010/2011 school year.

WIRED's Sustainability: **Future Investments**

What's Next?

Assuring that the WIRED investment will have lasting effects has been a primary focus of the WIRED work by all partners. Lasting effects means more and deeper relationships and educational and service platforms that will meet the needs of preparing and retaining a skilled workforce for the South Central-Southwest region.

Sage Grant

State Energy Partnership Grant awarded to the State of Wisconsin will allocate \$292,890. Funds will be distributed by formula to the GROW region with goals to: establish a green energy path; expand weatherization technician/installer; establish an apprenticeship program that creates four new green occupations; and, "green up" current skilled trades.

Agriculture Sector Grant

Submitted by the Workforce Development Board of South Central Wisconsin on behalf of the State of Wisconsin Agriculture Education and Workforce Council, this \$296,997 grant will focus on preparing agriculture workers with the both the business and technical skills to maintain high quality and financially viable operations.

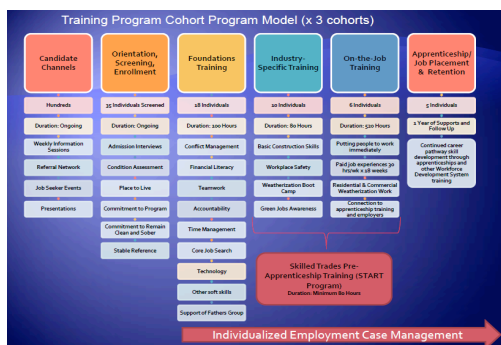
The grant will also focus on recruiting and exposing new workers to the agriculture industry broadly and the intersection of the primary system that makes up the modern day agriculture; and, intersecting agriculture systems include: Agri-business, Animal, Environmental Services, Food Products and Processing, Natural Resources, Plant, Power, Structural and Technical.

Advanced Manufacturing

From the Economic Development Administration/Flood Grant, \$3,324,780 will focus to expand robotics instructional platform to the Madison College satellite campuses.

Construction and Energy Efficiency

This \$400,079 grant with the Urban League of Greater Madison (in partnership with START and Project Home) aims to prepare unemployed and under-employed individuals for jobs in green and construction industry while promoting energy conservation in underserved neighborhoods in Madison, Wisconsin.



WIRED's Sustainability: **Building the Worker Pipeline**

Youth Early Career Pilot sites

The region has implemented a new In-School Youth program design intended to support a technical college educational engagement for high school students outside of, or beyond, the traditional secondary school setting. The design is targeted to an In-School Youth population. This model may be delivered by a school district or consortium in a coordinated partnership effort.

Youth will be required to meet the WIA Youth program eligibility requirements consistent with the WIA regulations. Students will receive dual/transcripted credit recognized by both the high school and the technical college, thus placing students in a path to complete their high school diploma requirements, as well as earn technical college credits. Youth engaged will need to be junior and/or senior.

Each student will engage in an internship to learn workplace skills while applying lessons learned in the classroom. These internships will be geared toward the career interests of the students. These internships could take place during the school year or during the summer and may be paid, unpaid or a combination of both.

Multiple high schools and collaborators will act as Youth Early College Pilot sites. The \$365,000 initiative is funded via the Workforce Development Board of South Central Wisconsin.

APPENDICES

Appendix A: Financial Data

Appendix B: Discussion of Results

Appendix C: WIRED Subcontractor Contacts

Appendix D: WIRED Leadership Caucus Contacts

Appendix A

Financial Data

South Central - Southwest WIRED Initiative

July 1, 2007 - June 30, 2010

WIRED

Expenditures

Revenue

Grant Revenue	\$4,688,633.00
Total Revenue	4,688,633.00

Wired Subcontractors

Facilitation and Support

Barbara Hummel	27,564.50
M.A.T.C. - College Integration	126,508.91
UW SBDC	19,935.50

Wired Healthcare

M.A.T.C., Southwest Tech and Moraine Park Technical Colleges	762,543.35
Meriter Wired Health Care	415,753.00

Wired Manufacturing

M.A.T.C. Adv Automation	395,136.18
Southwest WDB	88,809.67
M.A.T.C. Basic Skills	198,810.41
Blackhawk Tech	87,376.53

Wired Youth Career Pathway

Operation Fresh Start	99,812.13
Madison Met Sch Dist	37,090.00
Cesa #2	118,290.24
Jefferson County Sch to Car	64,816.00
Goodman Comm Ctr	121,019.00
Dane Co Sch to Work-MMSD	75,611.50
Dane Co Transition Sch	133,776.00
Platteville School Dist	85,185.85
Southwest Tech college	298,550.30
CESA #5	72,529.00

Wired Agriculture

Southwest WDB	42,960.00
Madison Area Sup Ag Coalition	23,640.00
UW Ctr for Int Ag Systems	22,560.19
Southwest Technical College	29,530.16
Southwest Community Ac Council	24,420.00
DATCP	42,960.00

Wired Skilled Centers

Readiness Training (Start)	50,221.96
Southwest Tech college	241,230.75
M.A.T.C	323,462.56
M.P.T.C	117,859.00

Innovation

Meriter Foundation	172,516.00
--------------------	------------

Total Wired Subcontractors	4,320,478.69
Total Program Expenses	4,320,478.69

Appendix A**Financial Data****Other Program Expenses - Grant Coordination**

Salaries and Wages	167,978.25
FICA Expense	12,748.50
Life and Disability	975.56
Health Insurance	9,905.89
Dental Insurance	1,409.69
Retirement	12,667.81
Medical Savings	1,556.20
Unemployment Expense	1,613.99
Worker's Compensation	1,751.24
Audit and Accounting Fees	5,149.71
Legal	
Utilities	3,431.32
Supplies - Office	6,960.10
Telephone	2,407.52
Communications and internet	6,359.43
Postage and Shipping	1,560.95
Occupancy - Facilities Rent	10,265.64
Occupancy- Cleaning and Maintenance	227.64
Occupancy - Storage Rent	163.68
Equipment - Purchases	39,731.19
Equipment - Leases	1,503.25
Equipment - Repairs and Maintenance	
Printing and Copying	3,379.89
Dues and Subscriptions	3,299.71
Program Consulting	588.75
Meetings	34,133.87
Staff Conferences	4,614.26
Staff Training	2,595.62
Public Notice	3,299.25
Insurance - General	1,092.69
Fees and Miscellaneous	
Other Expense	846.23
Travel Staff	11,390.25
Strategic Planning/Public Education	2,548.08
Total Other Program Expenses	356,156.16

Administrative Expenses

Life and Disability	33.66
Health Insurance	285.02
Worker's Compensation	337.62
Audit and Accounting Fees	28.85
Utilities	156.56
Supplies - Office	84.32
Telephone	112.61
Communications and internet	435.37
Occupancy - Facilities Rent	8.79
Occupancy - Storage Rent	8.42
Equipment - Purchases	14.59
Printing and Copying	24.18
Dues and Subscriptions	227.07
Meetings	253.45
Salaries and Wages	8,172.36
Fica Expense	622.22
Dental Insurance	56.36
Retirement	767.20
Medical Savings	250.00
Unemployment Expense	119.50
Total Administrative Expenses	11,998.15

Total Expenses	4,688,633.00
-----------------------	---------------------

Excess of Revenue (Expense)	0.00
------------------------------------	-------------

Appendix B: Performance Measures and Discussion of Results

Of the 2,080 individuals to be served through WIRED investments, the WIRED SCSW has served 2,740 through June 30, 2010. The actual trained reflect 279% more participants than planned.

The following table reflects the results as of June 30, 2010. Metrics are reported under both Category 1 – Education and Training and Category 2 – Capacity Building. Category 1 results reflect the participants served as input into the state reporting system, ASSET. Category 2 results reflect sub-contractor reporting for each project under contract through this grant.

The projected totals reflect sub-contractors' estimates of participants to be trained. There were challenges associated with obtaining social security numbers required for ASSET, signatures on participant registration forms, as well as other issues related to the manual data collection processes associated with WIRED. This occurred most often with incumbent workers within the Health Care Industry and high school level students.

Planned Grantee Results WIRED SCSW		
Performance Categories and Measures as of June 30, 2010		
<i>Category 1 Education / Training (ASSET Reported)</i>		
Number Began Workforce Education/ Training Using WIRED Funds by Industry (unduplicated persons)		
Proposed		Contracted PY 09
Sector	Implementation Plan Target	Actual
a. Healthcare	350	998
b. Biotech & Laboratory	100	80
c. Agriculture	100	131
d. Advanced Manufacturing	330	319
e. Energy/Utilities	50	46
f. Trades	50	45
g. Workplace Skill Center	0	670
h. Youth Career Pathways	0	451
Total Impact	980	2740

Number Completing Workforce Education/ Training using WIRED Funds by Industry (unduplicated persons)		
Proposed		Contracted PY 09
Sector	Implementation Plan Target	Actual
a. Healthcare	350	998
b. Biotech & Laboratory	100	80
c. Agriculture	100	131
d. Advanced Manufacturing	330	319
e. Energy/Utilities	50	46

Appendix B: Performance Measures and Discussion of Results

f. Trades	50	45
g. Workplace Skill Center	0	670
h. Youth Career Pathways	0	451
Total Impact	980	2740

Number Attained Degree, Certification, or Industry Certified Credential as a Result of Workforce Education/Training Using WIRED Funds by Industry (a person could have received more than one credential)		
Proposed Spring 2007		Contracted PY 09
Sector	Implementation Plan Target	Actual
a. Healthcare	259	1139
b. Biotech & Laboratory	74	76
c. Agriculture	74	119
d. Advanced Manufacturing	244	377
e. Energy/Utilities	32	38
f. Trades	32	44
g. Workplace Skill Center	0	372
h. Youth Career Pathways	0	495
Total Impact	715	2660

Number of Individuals Participating and/or Completing Workforce Education/Training Using WIRED Funds Placed in Target Industry Employment. Tracked through Common Measure UI Match.	
Proposed	
Sector	Target
Please note: This data will not be available until October 1, 2010 - end of Quarter 1 in the follow-up period.	
a. Healthcare	259
b. Biotech & Laboratory	74
c. Agriculture	74
d. Advanced Manufacturing	244
e. Energy/Utilities	32
f. Trades	32
g. Workplace Skill Center	0
h. Youth Career Pathways	0
Total Impact	715

Appendix B: Performance Measures and Discussion of Results

Number of Educators Prepared for Instruction and Projected Number of Additional Students That will be Trained Annually as a Result. (Shown as #educators/#students impacted)	
Proposed	Contracted PY 09
Sector	Actual
a. Healthcare	190/854
b. Biotech & Laboratory	0
c. Agriculture	13/260
d. Advanced Manufacturing	15/225
e. Energy/Utilities	128/1600
f. Trades	0
g. Workplace Skill Center	29/240
h. Youth Career Pathways	287/2195
Total Impact	662/5374

New Curriculum Developed and Projected Number of Additional Students That Will Be Trained Annually as a Result. Shown as #curricula/#students impacted)	
Proposed	Contracted PY 09
Sector	Actual
a. Healthcare	112/554
b. Biotech & Laboratory	0
c. Agriculture	206/635
d. Advanced Manufacturing	5/100
e. Energy/Utilities	0
f. Trades	0
g. Workplace Skill Center	1/20
h. Youth Career Pathways	127/2540
Total Impact	451/3849

Work-Based Strategies (Clinicals, Internships, etc.) and Projected Number of Students Trained Annually as a Result. (Shown as #strategy/#students impacted)	
Proposed	Contracted PY 09
Sector	Actual
a. Healthcare	190/190
b. Biotech & Laboratory	0
c. Agriculture	1/1
d. Advanced Manufacturing	0
e. Energy/Utilities	0

Appendix B: Performance Measures and Discussion of Results

f. Trades	0
g. Workplace Skill Center	0
h. Youth Career Pathways	152/152
Total Impact	343/343

Career Guidance Strategies Developed/Implemented. (Shown as # of strategies)	
Proposed	Contracted PY 09
Sector	Actual
a. Healthcare	0
b. Biotech & Laboratory	0
c. Agriculture	17
d. Advanced Manufacturing	0
e. Energy/Utilities	0
f. Trades	0
g. Workplace Skill Center	595
h. Youth Career Pathways	3968
Total Impact	4580

Other Capacity Building Activities (General Outreach) as Identified by the Region and Projected Number of Additional Students That Will Be Trained Annually as a Result (Shown as projected # of students)		
Proposed Spring 2007		Contracted PY 09
Sector	Implementation Plan Target	Actual Total
a. Healthcare		1011
b. Biotech & Laboratory		0
c. Agriculture		3300
d. Advanced Manufacturing		355
e. Energy/Utilities		488
f. Trades		431
g. Workplace Skill Center	500	574
h. Youth Career Pathways	350	2548
Total Impact	850	8707

Appendix C

WIRED Subcontractor Contacts

WIRED Subcontractor Contacts as of 6.25.10

Sub Contractor	Address	Contact	Email	Phone Number
Facilitation				
Barb Hummel	4026 Cherokee Drive	Barb Hummel	bhummel@chorus.net	608.233.7400
MATC	3591 Anderson Street Madison, WI 53704	Marla Gamoran Alane Spatola(fiscal)	amspatola@matcmadison.edu	608.243.4480
Manufacturing				
Southwest WDB	1370 N. Water Street PO Box 656 Platteville, WI 53818	Bob Borremans (contract) Susan Davis Allen (program, data, report, budget) Tammie Engelkie (SWTC fiscal) Annette Meudt (fiscal)	r.borremans@jobcenter.org , sallen@swtc.edu , tengelke@swtc.edu , a.meudt@swwdb.org	608.751.8604 (Bob), 608.822.2322 (Susan) 608.822.2363 (Tammie) 608.342.4224 (Annette)
MATC	3591 Anderson Street Madison, WI 53704	Ken Starkman (contract?) Lisa Delany (contract, program, data, report, budget) Alane Spatola(fiscal)	kstarkmann@matcmadison.edu , ldelany@matcmadison.edu , amspatola@matcmadison.edu	608.243.4440 (Ken) 608.246.5221 (Lisa) 608.258.2350 (Alane)
Blackhawk Tech	6004 S County Road PO Box 5009, Janesville, WI 53547	Sharon Kennedy (program, data, report, budget) Andrew McGrath & Karla Clark(fiscal)	skennedy@blackhawk.edu , amcrath@blackhawk.edu , kclark@blackhawk.edu	608.757.7737 (Sharon) 608.757.7764 (Andrew)
Healthcare				
Meriter Foundation Inc	202 S. Park Street Madison, WI 53715	Fran Petonic (contract) Lisa Urban(program, data, fiscal)	fpetonic@meriter.com , lurban@meriter.com	608.417.5300 (Fran) 608.417.5320 (Lisa)
MATC	3591 Anderson Street Madison, WI 53704	Antonio Re (contract, report, budget) Jeff Wenzel (program, data, report) Alane Spatola(fiscal)	are@matcmadison.edu , JBWenzel@matcmadison.edu , amspatola@matcmadison.edu	608.246.6013 (Antonio) 608.246.6697 (Jeff) 608.258.2350 (Alane)
Agriculture				
Southwest WDB	1370 N. Water Street PO Box 656 Platteville, WI 53818	Robert Borremans (contract) Mike Exum (program, data, report, budget) Annette Meudt(fiscal)	r.borremans@jobcenter.org , michael.exum@wisconsin.gov , a.meudt@swwdb.org	608.751.8604 (Bob), 608.224.5051 (Mike) 608.342.4224 (Annette)
DATCP	2811 Agriculture Drive PO Box 8911 Madison, WI 53708	Mike Exum (contract, program, data, report, budget),	micheal.exum@wisconsin.gov	608-244-5051 (Mike)
Southwestern WI Community Action Program	149 N. Iowa Street Dodgeville, WI 53533	Walter Orzechowski (contract) David Vobora(program, data, report, budget) Michelle Ripp (fiscal)	w.orzechowski@swcap.org , d.vobora@swcap.org , m.ripp@swcap.org	608-935-2326 (All) ext 201 (David) ext 210 (Michelle)
MACSAC	PO Box 7814 Madison, WI 53707	Kiera Mulvey (contract, program, data, report, fiscal)	kiera@macsac.org ; info@macsac.org	608.226.0300 (Kiera)
UW Boardof Regents	21 N. Park Street suite 6401 Madison, WI 53715	Kim Mooreland (contract) Vincent Borleske (contract, fiscal) Dick Cates (program, data, report) Rebecca Bound (program, data, report)	kadearmond@rsp.wisc.edu , vbordeske@cals.wisc.edu , rlcates@mhtc.net , rbound@cals.wisc.edu , preaward@rsp.wisc.edu	608.890.3180 (Vincent) 608.265.8443 (Dick) 608.265.8443 (Rebecca) 608.262.5111
Southwest WI Tech	1800 Bronson Boulevard Fennimore, WI 53809	Kris DeArmond(fiscal) Susan Davis Allen (contract, program, data, budget) Tammie Engelke (fiscal)		608.822.2322 (Susan) 608.822.2363 (Tammie)
Skill Center				
Construction Training Inc	810 West Badger Road Madison, WI 53713	Mary Watrud (contract, program, data, report, fiscal)	mary@chdc.us	608.628.3118
Southwest WI Tech	1800 Bronson Boulevard Fennimore, WI 53809	Susan Allen (contract, program, data, report, budget) Tammie Engelke (fiscal) Keith Cornille (contract)	sallen@swtc.edu , tengelke@swtc.edu kcornille@matcmadison.edu	608.822.2322 (Susan) 608.822.2363 (Tammie)
MATC	3591 Anderson Street Madison, WI 53704	Nancy Woodward (program, budget) Jennifer Zarrinam (data, report) Alane Spatola(fiscal)	nwoodward@matcmadison.edu , nwoodward@matcmadison.edu , amspatola@matcmadison.edu	608.246.6464 (Keith) 608.246.5210 (Nancy) 608.245.5848 (Jennifer)
MPTC	235 N. National Avenue PO Box 1940 Fond Du Lac, WI 54936	Kristeen Christian (contract) Shirley Kitchen (program, data, report, budget) Kristin Langemak(fiscal)	kchristain@morainepark.edu , skitchen@co.dodge.wi.us , klangemak@morainepark.edu	920.924.3518 (Kris C.) 920.386.3779 (Shirley) 920.924.3236 (Kris L.)
Youth Career Pathway				
Operation Fresh Start	1925 Winnebago Street Madison, WI 53704	Connie Ferris Bailey (contract) Kaitlyn Gaynor (program, report, data) Rita Ihm(fiscal)	cferrisbailey@operationfreshstart.org , kgaynor@operationfreshstart.org , rihm@operationfreshstart.org	608-244-8162 (Connie) 608.244.4721 (Katie) 608.244.4721 (Rita)
MMSD	545 West Dayton Madison, WI 53703	Gabrielle Banick (contract, data, report, budget) Ruth Schultz (fiscal)	gbanick@madison.k12.wi.us , rschultz@madison.k12.wi.us	608.663.5229 (Gabrielle) 608.663.5365 (Ruth)
CESA 2	448 East High Street Milton, WI 53563	Gary Albrecht (contract) Steve Huth (program, data, report, budget) Carol Cromack (fiscal)	galbrech@cesa2.k12.wi.us , shuth@janesville.k12.wi.us , cromack@cesa2.k12.wi.us	608.758.6232 x301 (Gary) 608.743.5037 (Steve) 608.755.6332 x302 (Carol)

Appendix C

WIRED Subcontractor Contacts

Jefferson County School To Career	N8196 S. McKinley Beach Road Beaver Dam, WI 53916	Cynthia Sandberg (contract, data, report, budget) Michael Garvey (fiscal) Becky Steinhoff (contract, data, report, budget) Jennifer Colegrove (fiscal)	sandbergc@charter.net garveym@johnsoncreek.k12.wi.us	920.210.1129 (Cindy) 920.699.1300 (Michael)
Goodman Community Center	149 Waubesa Street Madison, WI 53704	Diane Kraus (contract, data, report, budget) Ruth Schultz (fiscal)	becky@goodmancenter.org jennifer@goodmancenter.org	608.241.1574 (All)
Dane County School to Work Consortium	5301 Monona Drive Monona, WI 53715	Judy Reed (contract, data, report) Ken Klinzing (fiscal)	dkraus@dcsc.org jreededucation@gmail.com , kenklinzing@kbc-cpa.com	608.224.7165 (Diane) 608.663.5365 (Ruth)
Dane County Transition School	2813 Rosellen Avenue Madison, WI 53711	Greg Quam (contract, data, report, budget) Darla Burton (data, budget) Art Boulieu (fiscal)	quam@platteville.k12.wi.us dburton@cesa3.k12.wi.us artb@platteville.k12.wi.us	608.698.6321 (Judy) 608.277.8780 (Ken)
Platteville School District	710 East Madison Street Platteville, WI 53818	Karen Knox (contract) Barb Tucker (program, data, report, budget) Tammie Engelke (fiscal)	kknox@swtc.edu btucker@swtc.edu , tengelke@swtc.edu	608.342.4024 (Greg) 608.822.3276 (Darla) 608.342.4000 x1003 (Art)
Southwest Technical College	1800 Bronson Blvd Fennimore, WI 53809	Pamela Hillesheim-Setz (contract, data, report, budget) Michele Baillies (fiscal)	hilleshiemp@cesa5.k12.wi.us Bailliesm@cesa5.k12.wi.us	608.822.2456 (Barb) 608.822.2363 (Tammie)
CESA 5	626 East Slifer Street PO Box 564 Portage, WI 53901	Wayne Moll (fiscal)	moll@cesa5.k12.wi.us	608.742.8814 (All) x230 (Pam) x263 (Michele)

Appendix D WIRED Initiative Leadership Caucus Contact List

WIRED Initiative
Leadership Caucus Version 1:
Contact List Created 7.24.08

Representation	First	Last	Title	Organization	Membership	Phone	Email
Representative from WDB-SW	Margery	Tibbetts	Attorney	Brennan, Steil & Basting, S.C.	Vice Chair of the Southwest Workforce Development Board Member of the Executive Committee	608.756.4141	mtibbetts@brennansteil.com
Representative from WDB-SW	Rich	Gruber	Vice President, Community Development	Mercy Health Systems	Executive Committee Member of the Southwest Workforce Development Board	O: 608.756.6112 C: 608.921.1483	rgruber@mhsjvl.org
Representative from WDB-SC	Don	Madelung	President	Herzing College	Chair of the Workforce Development Board of South Central WI Member of Executive Committee	608.663.0828	madelung@msn.herzing.edu
Representative from WDB-SC	Phyllis	Wilhelm	Director of Economic Development	Madison Gas & Electric	Chair Elect of the Workforce Development Board of South Central WI Member of the Executive Committee	608.252.5647	pwilhelm@mge.com
Representative from WDB-SW-alt	Scott	Stocker	President & CEO	Shullsburg Creamery	Chair of the Southwest Workforce Development Board	1.800.533.9594	sstocker@shullsburgcreamery.com
Representative from WDB-SW-alt	Karen	Knox	President	Southwest Technical College	President	608.822.2301	krknox@swtc.edu
Representative from WDB-SC-alt	Richard	Hands	Life/Health Product Design Consultant	American Family Insurance	Executive Committee Member of the Workforce Development Board of South Central WI	608.249.0100 Ext. 36117	rhands@amfam.com
Representative from WDB-SC-alt	Ann	Miller	Marketing Director	Madison Symphony Orchestra	Executive Committee Member of the Workforce Development Board of South Central WI	608.260.8680 Ext. 226	amiller@madisonsymphony.org
SC Local Elected	Marty	Krueger	Chair	Sauk County Board	Sauk County Board - Owner of Office Supply Business	608.963.4310	mkrueger@co.sauk.wi.us
SW Local Elected	Mark	Masters	Chair	Iowa County	Iowa County Board - Commissioner on the Southwest Regional Planning Commission	608.935.2453	mark.masters@iowacounty.org
Economic Development	Ron	Brisbois	Executive Director	Grant County Economic Development Corporation	Southwest Economic Development Consortium	608.822.3501	gcedc@grantcounty.org

Appendix D WIRED Initiative Leadership Caucus Contact List

Economic Development	Jennifer	Alexander	President	Greater Madison Chamber of Commerce and Thrive		608.443.1960	jalexander@greatermadisonchamber.com
K-12	Jon	Bales	Superintendent	Deforest Area School District	Board Member of Madison Area Technical College, Member of the Dane County Superintendents Consortium, Board Member of the Workforce Development Board of South Central Wisconsin	608.842.6577	jbales@deforest.k12.wi.us
Tech College Presidents	Bettsey	Barhorst	President	Madison Area Technical College		608.246.6676	bbarhorst@matc.madison.edu
Tech College Presidents	Eric	Larson	President	Blackhawk Technical College		608.757.7770	elarson@blackhawk.edu
Tech College Presidents-alt	Karen	Knox	President	Southwest Technical College		608.822.2301	krknox@swtc.edu
Tech College Presidents-alt	Gayle	Hytrek	President	Moraine Park Technical College		920.929.2127	ghytrek@morainepark.edu
K-12	Heidi	Carvin	District Administrator	Evansville School District	Board Member of Blackhawk Technical College	608.882.3386	carvinh@evansville.k12.wi.us
UW	Laura	Dresser	Research Director	Center on Wisconsin Strategy (COWS)	University of Wisconsin Madison - Principal Investigator for Seeds of Workforce Change	608.262.6944	ldresser@ssc.wisc.edu
UW	Dr. Duane	Merlin Ford	Dean of Business, Industry and Agriculture	University of Wisconsin - Platteville		608.342.1547	fordd@uwplatt.edu
DPI	Deb	Mahaffey	Assistant State Superintendent of the Division for Academic Excellence	State of Wisconsin Department of Public Instruction		608.266.3361	deborah.mahaffey@dpi.state.wi.us
DWD	JoAnna	Richard	Deputy Secretary	State of Wisconsin Department of Workforce Development		608.266.3131	JoAnna.Richard@dwd.state.wi.us
WTCS	Kathy	Cullen	Vice President of Teaching and Learning	Wisconsin Technical College System		608.266.9399	kathleen.cullen@wtcsystem.edu
Utilities Sector	Anne	Lutz	WPL Southeast Regional Director	Alliant Energy	Chair the Utility Sector Team	608.757.7528	AnneLutz@alliantenergy.com
Healthcare Sector	Kris	Holmes	Employment/Diversity Manager	Meriter Health Services	Chair of the Health Care Sector Team	608.267.6589	kholmes@meriter.com

Appendix D WIRED Initiative Leadership Caucus Contact List

Biotechnology Sector	Howard	Teeter	President	Anteco Pharma	Representing the Wisconsin Biotechnology and Medical Device Association. Chair of the Biotechnology Sector Team.	608.592.6925	hteeter@antecopharma.com
Agriculture Sector	Paul	Dietmann	Director of Farm Center	State Department of Agriculture	Chair of the Agriculture Sector Team	608.224.5038	Paul.Dietmann@Wisconsin.gov
Advanced Manufacturing Sector	James	Otterstein	Economic Development Director	Rock County	Chair of the Advanced Manufacturing Sector Team. Past Chair of the Wisconsin Economic Development Association.	608.757.5598	otterste@co.rock.wi.us
Skilled Trades Sector	Bob	Barker	Executive Vice President	AGC of Wisconsin	Chair of the Skilled Trades Sector Team	608.575.3821	bbarker@agcwi.org
Labor (SCFL)	Jim	Cavanaugh	President	South Central Federation of Labor	Executive Committee Member of the Workforce Development Board of South Central WI	608.256.5111	jim@scfl.org

Total

29 w/Alternates

24 w/o Alternates

